

**United Way of West Florida
Position Description**

Position/Title: Community Outreach Coordinator

Reports to: Community Impact Senior Manager

Exempt/Non-exempt: Non-exempt

Pay Rate: \$18.00 an hour

General Purpose:

To promote all United Way of West Florida programs with priority focus on 211/988 programs throughout the 211 Northwest Florida coverage area.

Position Summary

The Community Outreach Coordinator (Coordinator) is a critical part of promoting all 211 programs including 988, FVSL, and AARP and all other United Way of West Florida (UWWF) programming and services. As an ambassador for UWWF, the Coordinator will attend community events, fairs, and other forums whereupon they will prioritize educating citizens about 211 and other UWWF programs. The Coordinator must be able to work diligently and independently and possess skills of engagement and positive regard. The primary responsibility is to develop and carry out strategies to engage the community by cultivating and maintaining positive connections with the community and the organizations to which UWWF is connected.

Duties and Responsibilities

- Actively implement the values, philosophy and standards of United Way of West Florida.
- Identify and create new connections to community organizations and strengthen existing relationships to raise the profile of 211/988 and UWWF programs and services.
- In collaboration with the Marketing team, create and implement strategies to increase utilization and awareness of the 211/988, FVSL, and AARP lines and UWWF.
- In collaboration with the Development team, assist with workplace and fundraising presentations to educate donors on the 211/988, FVSL, and AARP lines and UWWF.
- Attend and assist with UWWF/211 Northwest Florida outreach and fundraising events, including third-party sponsored events.
- Oversee and manage the 211 Resource Guide distribution process.
- Track and report on outreach and engagement activities (such as, events attended, location of event, point of contact, event outcome).
- Create outreach protocol for events and train staff on the process.
- Travel throughout the 211 Northwest Florida coverage area for meetings and networking opportunities.
- Build education and awareness of available resources and drive callers to the 211/988, FVSL, and AARP lines.
- Assist during times of disaster which may include but is not limited to taking information and referral calls through the 211 call system
- Work alongside the Impact Team and attend scheduled team meetings.
- Attend UWWF-related events and staff meetings.
- Maintain a climate of professionalism, integrity, advocacy, and confidentiality.
- Have knowledge of and comply with the policies and procedures of UWWF.
- Perform other duties as assigned by supervisor and the VP of Impact Services.

Hours: A base of M-F 8am-5pm with high flexibility including evenings and weekends as required. 211 Northwest Florida operates as a 24/7/365 service. Employees could be required to work during hurricanes and other times of disasters/critical incidents.

Qualifications

- Associate's degree preferred; experience may be substituted for degree.
- Demonstrated public speaking, and group facilitation skills experience.
- Mastery of MS Office Word, Excel, PowerPoint, and Outlook
- Highly functional multi-tasker with strong organizational skills
- Excellent communication skills including writing, speaking, editing, and proofreading
- Strong work ethic and self-management skills
- Ability to work outside normal business hours when needed
- Ability to work independently, solve problems and make decisions
- Skills in operating a variety of software programs
- Must have reliable transportation and availability to work flexible hours as needed.

Physical Requirements:

- Sit at a workstation for extended periods (4-6 hours).
- Lift 15-20 lbs.
- Travel throughout service area.

United Way Core Competencies:

- Mission focused
- Strong interpersonal skills
- Relationship-oriented
- Collaborator
- Results driven
- Brand Steward
- Team builder
- Self-management